

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



a51  
. U55  
Reserve

# Inside Information

United States Department  
of Agriculture

Office of Information

Washington, D.C. 20250

VOLUME 7, NUMBER 38

December 16, 1985

## INSIDE THIS "INSIDE"

Page

Survey report on financially distressed farmers issued by Extension Service...	1
Second U.S. Agricultural Communicators' Congress tentatively set for 1988....	1
Resource Conservation Information Coordinating Team moves into first phase....	2
USDA agencies discuss disseminating regional news releases on "USDA Online"...	2
7th Annual National Media Conference, Jan. 20-22, will be in New York City....	2
Consumer Information Center reports several best sellers from USDA agencies...	3
Sen. Mathias wants full range of printing/publications projections furnished..	3
University of Illinois Communications Services gets a new assistant head.....	4
Forest Service begins a new series of seminars in USDA's South Building.....	4
Pennsylvania Secretary of Agriculture honored as national winner by 4-H.....	4
Silver Jubilee celebration observed by U.S.-India agricultural officials.....	4

## ASSISTING FINANCIALLY DISTRESSED FARMERS

A new report, "Cooperative Extension and Agricultural Profitability -- Intensive Assistance for Financially Distressed Farmers," by the U.S. Department of Agriculture's Cooperative Extension System was issued in November.

In a foreword by Extension Service Administrator Mary Nell Greenwood, she says "the report delineates how the Cooperative Extension system is continuing to respond and adjust its programs across the Nation to deal quickly and effectively with the farm financial crisis and its subsequent impacts on American agriculture, farm families, and rural communities.

"Extension programs have shifted rapidly to provide farm families with intensive assistance on their financial problems and related health and stress problems. The survey data on which this report is based indicates that Extension programs will continue to expand still further in this area during the coming year."

Serious financial problems are facing many of America's farmers. By counseling farm families and training other professionals to work directly with financially-stressed families, USDA's Extension Service (ES) and its network of Federal, State, and County offices is playing a major role by conducting special programs to help farm families cope with financial stress.

For a copy of the report, contact Ovid Bay, Extension Service, USDA, Room 3428-S, Washington, DC 20250. Telephone (202) 447-3029, or Dialcom mailbox AGS094.

## AG COMMUNICATORS' CONGRESS II TENTATIVE

Planning has begun for the second U.S. Agricultural Communicators' Congress. Tentative dates are July 10-13, 1988. Five agricultural communicators' organizations sponsored the first congress in June 1984. The organizations involved were the Agricultural Communicators in Education, Agricultural Relations Council, American Agricultural Editors' Association, Cooperative Editorial Association, and National Association of Farm Broadcasters.



## RESOURCE CONSERVATION CAMPAIGN

With the 1985 Farm Bill moving within range of becoming a reality, the USDA Resource Conservation Information Coordinating Team, made up of Soil Conservation Service, Agricultural Stabilization and Conservation Service, Forest Service, and Extension Service information staffs with program advisors, moved into phase one of the Conservation Reserve Information/Education Campaign.

A comprehensive backgrounder on the program, a long assortment of Q & A's, draft remarks for USDA conservation spokespeople, teleconferencing arrangements, groundwork for byliners in major publications, and the development of a logo prototype for the conservation reserve program are some of the initial steps underway.

Bill Whyte, chairman of the coordinating team, says that information support for the conservation reserve program has been planned for its first year of operation. The challenge, he suggests, will be to keep ahead of events in what is perceived will be a fast track from the onset.

If you would like further information, contact Bill Whyte, USDA, Special Programs Division, Office of Information, USDA, Room 536-A, Washington, DC 20250, telephone (202) 447-8174, or Dialcom mailbox AGR208.

## REGIONAL NEWS VIA 'USDA ONLINE'

Representatives of eight USDA agencies met on November 7 to discuss electronic dissemination of regional news releases. The representatives estimated that they collectively had about 1,700 such releases a year to distribute. The consensus was that if the releases were placed together in a menu category, they'd make a package that should attract news media, thereby getting more play together than they would if distributed separately by the individual agencies involved.

It was decided that it would be best to use the "USDA Online" service on the ITT Dialcom system, since the agencies all have access to it and because it's the electronic system that carries the most news from the White House and many other Federal agencies. The "RNEWS" menu category would be used since it is already established and two agencies already are using it for regional news releases.

The eight USDA agencies involved in the meeting were: Forest Service, Packers & Stockyards Administration, Foreign Agricultural Service, Farmers Home Administration, Food Safety and Inspection Service, National Agricultural Library, Agricultural Marketing Service, and Soil Conservation Service.

For further information, contact: Russell T. Forte, Special Programs Division, Office of Information, USDA, Room 536-A, Washington, DC 20250. Or, phone him on (202) 447-5505, or Dialcom mailbox AGR010.

## 7TH ANNUAL NATIONAL MEDIA CONFERENCE

A reminder: The 7th Annual National Media Conference and Public Relations Forum will be held January 20-22, 1986, at the New York Hilton Hotel in New York City. (See INSIDE INFORMATION, October 21, pg. 4.)

Among the confirmed speakers will be NBC Nightly News Anchor Tom Brokaw and John Stossel of ABC's "20/20."

For information call Karen Devoti, Conference Registration Coordinator at (212) 819-9310.

For registration call 1-800-634-4020, or write: Larimi Communications Associates, Ltd., Education Division, 246 West 38th Street, New York, NY 10018.





## CONSUMER INFORMATION CENTER 'BESTSELLERS'

The Consumer Information Center (CIC) and several Federal agencies have worked together to provide publications at the lowest possible cost to consumers. In 1983, the Government Printing Office (GPO) pricing task force recommended a special category of pricing well below the minimum GPO sales price. The price selected was 50 cents per copy, an amount that would adequately reimburse GPO for postage and handling costs, with the agencies supplying the publications.

USDA agreed to take part in the project and has provided numerous publications since the project began. These include such publications as: "Do's and Dont's of Home Insulation," "Providing for Your Heirs: Non-sale Property Transfers," "Landscaping Around the Home," and "Wood Heat: Is It Right for You?"

The project has been so successful that GPO has asked CIC to make every effort to increase the number of titles. CIC has asked USDA to contribute publications to that expansion. As a result, USDA has added several new titles to the program. Cathy Brown, consumer information specialist with CIC, informed the Publishing Division of USDA's Office of Information recently that they have distributed 105,000 copies of the new edition of "Dietary Guidelines" since September 28.

She also reports that two Food Safety and Inspection Service publications have proven to be quite popular with consumers. They are the "Safe Food Book" (297,000 copies distributed) and "Talking About Turkey" (91,500 copies distributed).

---

SENATOR REQUESTS 1987 PROJECTIONS

Sen. Charles McC. Mathias, Jr., Chairman of the Joint Committee on Printing (JCP), has requested USDA to furnish a full range of the Department's printing and distribution activities for Fiscal 1987 with projections for the two following years. The Office of Information's Publishing Division acting chief Ed Poe is in the process of sending a memo to all USDA agency administrators.

Poe is requesting that agencies provide: (1) a listing of the number and types of printing environments at specific locations and the anticipated volume of production per environment; (2) a listing of new equipment--related to printing environments--they plan to purchase with appropriate justification, including purpose, location, and cost; (3) plans for implementation of new processes and research and development projects that affect printing; (4) the number and titles of all publications they plan to publish and methods to be used in their dissemination; and (5) the number of articles they plan to print in private journals, the names of the journals, articles per journal, and total page charges paid.

In his letter, Sen. Mathias said that owing to many changes in technology, JCP requires a broader perspective of agencies' printing and publishing activities in order to perform its oversight mission effectively.

He added that efforts in compiling with this plan should result in improved management of individual Department and agency programs.

For further information, contact: Frank Samay, Office of Information, Publishing Division, USDA, Room 542-A, Washington, DC 20250. Telephone (202) 382-9434.

---





## NEW ASSISTANT HEAD FOR COMMUNICATIONS SERVICES

Robert J. Bonnell has been appointed assistant head for communications services with the University of Illinois Office of Agricultural Communications and Extension Education.

Bonnell, a former managing editor of the Orlando, Fla., SENTINEL, will be responsible for day-to-day operations of the University of Illinois College of Agriculture's information and educational-support services. He will coordinate the efforts of more than 75 people involved in four sections: editorial (publications), media, instructional design, and reproduction and distribution.

-----

## FOREST SERVICE BEGINS SEMINARS

The U.S. Department of Agriculture's Forest Service introduced its 1985-86 Seminar Series on December 10. The first seminar explained why some forest wildfires are allowed to burn within predetermined barriers while others are fought and controlled.

The seminar series, started in the late 1970's, presents information on important developments in forestry science, management, engineering, and administration. The seminars, which are open to the public, are held in the South Agriculture Building located between 12th and 14th Streets on Independence Ave., S.W., Washington, DC.

For further information contact Rose Narlock at (202) 475-3778.

-----

## PENNSYLVANIA AG SECRETARY HONORED BY 4-H

Richard E. Grubb, Pennsylvania's Secretary of Agriculture, has been named a national winner in the 4-H alumni recognition program. Grubb is on leave from his position as senior vice president of administration at The Pennsylvania State University.

Since 1961, Grubb's career has been with Penn State, a land-grant university.

He is one of eight former 4-H members who received the Gold Key Award during the 64th National 4-H Congress held in Chicago, December 1-5.

-----

## U.S.-INDIA CELEBRATE COOPERATION

In a ceremony in New Delhi on December 6, agricultural officials of the United States and India celebrated 25 years of cooperative agricultural research under the Special Foreign Currency Research Program.

The Silver Jubilee celebration commemorated the founding of USDA's Far Eastern Regional Research Office (FERRO) in 1960.

For more information on the Silver Jubilee, contact David R. Kincaid, Director, International Research Division, USDA's Office of International Cooperation and Development, Room 4200-AUD, Washington, DC 20250, or telephone (202) 475-4750.

---

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments or inquiries should be sent to Denver Browning or Nancy Bevis, Office of Information, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250 or send to AGR209 or AGR001 mailboxes on the ITT Dailcom system, or call (202) 447-7454.

